

PARKS & RECREATION COMMISSION - AGENDA BILL**AB#****MTG. DATE: 9/30/2013****STAFF: HAZELTINE****NEEDS ASSESSMENT AND COMPREHENSIVE
ACTION PLAN**☐ **INFO**
☒ **ACTION****RECOMMENDED ACTION:**

Accept the Parks & Recreation Department needs assessment and comprehensive action plan presentation recommendations and endorse City Council adoption.

ITEM EXPLANATION:

In December 2012, after concluding an extensive RFP process, the Parks & Recreation Department selected PROS Consulting to work on the department's needs assessment and comprehensive action plan. PROS, RHA Landscape Architects-Planners and ETC Institute/Leisure Vision formed the consulting team. The planning work was focused on helping the department identify needs based on current gaps and future trends including changing (and aging) demographics in Carlsbad, develop priorities based on community values, provide a guide for balanced program, facility and amenity offerings, develop measurable strategies to achieve goals and recommendations and focus on a sustainable approach driven by programmatic needs through this five year action plan.

The overall approach focused on a three-step process that included comprehensive assessments (where are we today?), a needs analysis (where do we want to go?) and a five year action plan (how do we get there?). Parts of these processes were individual tasks undertaken by members of the team.

The individual tasks included demographics and trends analysis, subjective community input (stakeholder meetings, key leader interviews, open public meetings, online surveys), objective community input (statistically-reliable survey), facility and site assessment, program assessment, facility/amenity and program priority ranking (based on the consultant's professional experience and based on best practices relevant to Carlsbad), levels of service analysis and equity mapping.

Tonight's presentation by Neelay Bhatt, vice president, PROS Consulting, Inc., will provide an outline of the process undertaken, the key findings and analysis including levels of service and equity mapping which will all lead into the comprehensive action plan and five year recommendations.

With your endorsement, these recommendations will then be presented to the City Council in November 2013 and, upon final acceptance/adoption, will then be considered a part of the department's five year action plan.

EXHIBITS:**COMMISSION ACTION**